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NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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1984'S MAJOR APPLIANCE SHIPMENTS OUTPACE SAME PERIOD OF RECORD YEAR

CHICAGO -- Manufacturers shipped over 12.8 million major appliances in the first four months of 1984 -- almost one million units more than were shipped during the same period in 1973, the industry's record year, reports the Association of Home Appliance Manufacturers (AHAM).

Total shipments for January through April are 7.9% ahead of the comparable 1973 period.

April marks the fourth consecutive 3-million-unit month for total factory shipments. Monthly shipments were nearly 3.2 million units for a 26.4% increase over the same month last year, making April the second-best April ever.

For the first time in the industry's history, total shipments in the first four months surpassed 12 million units. For the same 1973 period, total shipments were 11.9 million units.

Compared to 1983, total shipments for the first four months are 34% ahead, with most products showing gains of 20-30%. Topping the list are microwave ovens and room air conditioners, with increases of 85.5% and 77.9%, respectively.

Microwave ovens continue to increase their market penetration,

(MORE)

with year-to-date shipments exceeding 2.5 million units. Nearly 1.4 million room air conditioners have been shipped this year as dealers continue to restock inventories depleted from last year's abnormally hot summer.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
April, 1984

	April 1984	April 1983	% Change	Calendar Year to Date 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,170.2	2,507.9*	+26.4%	12,856.7	9,591.6*	+34.0%
ROOM AIR CONDITIONERS	458.7	258.8	+77.2	1,392.6	782.6	+77.9
DEHUMIDIFIERS	72.9	65.6*	+11.1	243.5	199.0*	+22.4
DISHWASHERS - TOTAL	257.6	214.1	+20.3	1,065.9	872.5	+22.2
Built-In	239.2	195.0	+22.7	982.4	793.8	+23.8
Portable	18.5	19.1	- 3.1	83.5	78.7	+ 6.1
DISPOSERS	347.9	311.6*	+11.6	1,443.2	1,176.5*	+22.7
COMPACTORS	15.4	12.0*	+28.3	56.7	43.0*	+31.9
REFRIGERATION - TOTAL	573.9	473.2*	+21.3	2,289.6	1,889.2*	+21.2
Refrigerators	484.3	362.0*	+33.8	1,913.4	1,465.9*	+30.5
Freezers - Total	89.6	111.2	-19.4	376.2	423.3	-11.1
Upright	41.9	47.1	-11.0	178.1	190.0	- 6.3
Chest	47.8	64.1	-25.4	198.1	233.3	-15.1
ELECTRIC RANGES - TOTAL	237.0	200.7*	+18.1	993.6	806.8*	+23.2
Free Standing	190.4	160.5*	+18.6	792.5	641.8*	+23.5
Built-In	46.6	40.2*	+15.9	201.0	165.0*	+21.8
MICROWAVE OVENS/RANGES***	611.5	398.2	+53.6	2,520.8	1,358.6*	+85.5
HOME LAUNDRY - TOTAL	613.8	588.2	+ 4.4	2,924.7	2,519.0	+16.1
Washers - Total	364.1	352.5	+ 3.3	1,690.2	1,489.3	+13.5
Automatic	364.1	346.6	+ 5.0	1,690.2	1,465.4	+15.3
Wringer & Other	#	5.9	#	#	23.9	#
Dryers - Total	249.7	235.8	+ 5.9	1,234.5	1,029.8	+19.9
Electric	203.2	190.0	+ 6.9	987.9	820.0	+20.5
Gas	46.5	45.8	+ 1.5	246.6	209.8	+17.5

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued